



MINUTES OF THE BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES, STATE OF CALIFORNIA

Violet Varona-Lukens, Executive Officer
Clerk of the Board of Supervisors
383 Kenneth Hahn Hall of Administration
Los Angeles, California 90012

Director of Public Works

At its meeting held November 12, 2003, the Board took the following action:

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Supervisor Knabe made the following statement:

"The County of Los Angeles is facing numerous challenges in its efforts to comply with the water quality requirements established for municipal storm water and urban runoff discharges. One of the major road blocks in our compliance efforts is the high cost of implementing measures to reduce pollution. An innovative approach is to promote partnership and sponsorship with corporate and local businesses in the cleanup solution of our waterways. The objective of this effort is to increase public awareness of the environment while generating revenues for pollution control and prevention.

"A good example is the Adopt-A-Waterway™ Program that is in place in some local cities, such as Malibu and Long Beach. Adopt-A Waterway™ is a national organization that forms alliances between the public and private sectors to raise money that helps local governments fund pollution reduction activities. In return for the funds, local governments place Adopt-A-Waterway™ signs and banners in high traffic areas with a positive environmental message and the sponsor's logo and business information.

"The Adopt-A-Waterway™ program presents an opportunity to expand our community educational outreach efforts on the environment and to generate supplemental revenue."

Therefore, on motion of Supervisor Knabe, seconded by Supervisor Antonovich, unanimously carried (Supervisor Molina being absent), the Director of Public Works was instructed, with input from County Counsel and the Chief Administrative Officer, to:

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1. Conduct a study to evaluate the feasibility of adopting a partnership and sponsorship program with corporate and local businesses in a cleanup solution of the County's waterways, such as the Adopt-A-Waterway™ Program similar to the program that is in place in the Cities of Malibu and Long Beach; and
2. Report back to the Board within 60 days with recommendations.

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Copies distributed:

Each Supervisor

Chief Administrative Officer

County Counsel